



UPDATED PUBLICISTS INFORMATION FOR SAG AWARDS® ARRIVALS & TELECAST

SATURDAY, JANUARY 18, 2014

**Please distribute copies of these instructions to all pertinent staff in your organization.
We realize this is a lot of information, but please read it in its entirety.
Based on your input over the past few years we have made quite a number of changes.**

TELECAST SCHEDULE

The **20th Annual Screen Actors Guild Awards®** will be transmitted **live on Saturday, Jan. 18** from the Shrine Exposition Center at 5 p.m. (PT) and **simulcast on TNT and TBS at 8 p.m. (ET) / 5 p.m. (PT)**. An encore presentation will air immediately following on TNT at 10 p.m. (ET) / 7 p.m. (PT).

A live stream of the SAG Awards can also be viewed online through the TBS and TNT websites, as well as through the Watch TBS and Watch TNT apps for iOS or Android. (Viewers must sign in using their TV provider user name and password in order to view the live stream.)

Prior to the televised ceremony, recipients of the honors for television and film stunt ensembles will be announced from the red carpet during the annual **SAG Awards Red Carpet Pre-show** hosted by People magazine's Deputy Managing Editor Peter Castro and TNT Correspondent Danielle Demski, which will be **webcast live on sagawards.tntdrama.com, tbs.com and People.com beginning at 6 p.m. (ET)/3 p.m. (PT)**.

GENERAL INFORMATION

Questions regarding media operations should be addressed to the following staff members. From Wednesday, Jan. 15 to Saturday, Jan. 18, we will be at the Shrine and reachable through the Production Office. On Jan 18, we will be in the media areas and all of us will be on walkies.

SAG AWARDS SHRINE MEDIA & PRODUCTION OFFICE: Exhibition Hall Mezzanine
Wednesday, Jan. 15 to Saturday, Jan. 18 (213) 741-2080 - Fax (213) 741-2081

MEDIA STAFF: Rosalind Jarrett Sepulveda, Executive in Charge of Publicity rjarrett@sagawards.org
Jerry Mark, Credentials/Media Logistics Supervisor sagawards@eventcredentials.com
Tosha Whitten-Griggs, Senior Publicity Consultant twgriggs@sagawards.org
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Taryn Black, Slate PR taryn@slate-pr.com

Thank you in advance for your continued cooperation and support. We welcome your feedback. Please alert us to any technical difficulties on show day, but please hold any other constructive criticism until Monday.

DRESS CODE: FORMAL ATTIRE REQUIRED

All working publicists and media attending the 20th Annual Screen Actors Guild Awards on Saturday, Jan. 18 must wear formal attire. This applies to all staff covering the pre-show arrivals and the media rooms during the show.

PARKING & PUBLICIST CHECK-IN

USC Parking Structure D opens at 8:00 a.m. on Saturday, Jan. 18. (See reverse side of your parking pass for map/directions.) Arrivals traffic begins at 1:30 p.m. Traffic on Jefferson will move extremely slow after 1:30 p.m. If you plan to arrive later than 1:30 p.m., expect to be delayed.

CHECK-IN & PICK-UP OF NOMINEE/PRESENTER ID CARDS is from 1:30 p.m. to 3:30 p.m. at the Publicists Arrivals Waiting Tent across from the Security Tent at the start of the Red Carpet. From USC Parking Garage "D": cross Jefferson Blvd. at Royal, then walk straight ahead to the Red Carpet entrance. You must be wearing your credential. **Check-in is mandatory.** We need to know whether the publicists that we anticipated were escorting talent are or are not present when the talent arrives.

Talent ID Cards for the Media Line and Photo Bleachers: We have created ID cards for all nominees and presenters, which you will pick up from our staff at the Publicists Waiting tent. You can use this ID card as you walk the media line and to enable photographers to identify your clients at the photo bleachers.

PUBLICIST CREDENTIALS

Your credential admits you to the Publicist Arrivals Waiting Tent at the start of the Red Carpet off Jefferson to meet and escort your clients down the media line as far as the entrance to the Shrine. Your credential also admits you to the Publicist Lounge to await Actor® recipients during the ceremony.

Credentials are not transferable. Anyone found not wearing his or her proper credential will lose credential privileges and be escorted out of the event.

SAG AWARDS SOCIAL MEDIA URLS AND HASHTAGS

We encourage you--and ask that you encourage your clients--to share or retweet posts from our social media sites and our Social Media Ambassador Sasha Alexander's sites. If on Twitter, please include--and ask your clients to include--our hashtag.

SAG Awards official hashtag: #sagawards

- Facebook: [facebook.com/sagawardsofficialpage](https://www.facebook.com/sagawardsofficialpage)
- Twitter: [@sagawards](https://twitter.com/sagawards)
- Google +: [google.com/+SAGawards](https://plus.google.com/+SAGawards)
- Instagram: [@sagawards](https://www.instagram.com/sagawards)
- Tumblr: sagawards.tumblr.com
- Blog: blog.sagawards.org

For Social Media Ambassador Sasha Alexander

- Twitter: [@sashaalexander1](https://twitter.com/sashaalexander1)

REMIND YOUR CLIENTS: THE ACTORS' UNION IS NOW SAG-AFTRA. It is no longer "SAG" or "The Guild".

Please remind your clients that if they refer to their union in interviews or acceptance speeches that due to the merger, the correct name to call their union is "SAG-AFTRA."

RED CARPET ARRIVALS & INSIDE MEDIA COMPLEX

We want to make you aware of several areas within both the arrivals line and media rooms that will be important to you and your client(s). We want to avoid any unnecessary confusion or chaos.

Diagrams For The 20th Annual SAG Awards® Media Areas will be posted in a separate document on our website at www.sagawards.org/20-media-publicists-instructions. The password for this website will be emailed separately.

Arrivals Area Media Assignment Chart & Media Arrivals Line. We are posting an Arrivals Area Media Assignment chart at the media check-in area in the South Lobby and will have a list available for you to view in the Publicists Waiting Area. If there are particular media to whom you wish to direct your client(s), this chart may prove helpful.

Publicists Wishing To Advance The Media Line On The Red Carpet: You will be permitted to go through security to walk the media line from 2:00-2:45 pm to advance your clients with the media. **You must return through the security tent to the publicists waiting area by 2:50 pm** so we can prepare the carpet for the champagne toast that opens the red carpet. You will need to go through the magnetometers each time you enter the security tent from the limo drop-off side.

Recipients of the **Outstanding Action Performances by Film and Television Stunt Ensemble** honors will be announced at 3:15 p.m. on the TNT/TBS platform and webcast on sagawards.tntdrama.com, tbs.com and People.com. A supporting release will be posted at sagawards.org/media-pr/press-releases shortly thereafter as well as emailed to you.

Announcement of Talent Arrivals. When talent arrives, there will be a publicity representative from the SAG Awards in the waiting area to announce names via a bullhorn. You will then be able to meet your client at the start of the red carpet to begin the walk through security and down the media line.

Please do not go down to the start of the red carpet until your client's name is called. We really need your cooperation to help avoid congestion at the carpet entrance. Please do NOT walk out to the sidewalk or to the curb. If you do so, our security personnel will ask you to leave and may take your credential.

When you intercept your clients, please remind them to have their tickets out, as their tickets will be scanned at the entrance of the security tent.

Arrivals begin after the Champagne Taittinger Opening Toast. The red carpet is open from approximately 3:15 pm to 4:30 p.m. A media staff member will be stationed at the security tent to check through actors who have been pre-booked and their publicists for red carpet interviews prior to the Champagne Taittinger Toast. All others will have to wait for the carpet to open.

If you have pre-booked your client for interviews before the carpet opens please notify SAG Awards Publicity Specialist Toni Thompson at tthompson@sagawards.org prior to Jan. 17 indicating the time of the interview and the outlet. Please do not rely on the outlet to notify us.

Once you come through security, SAG Awards Publicity Executive Rosalind Jarrett Sepulveda will be at the start of the Red Carpet to greet nominees and will let them know that she will be in the wings backstage to assist them should they receive an Actor. Please be on the lookout for her.

Please make all media stops. We have credentialed individual publicist escorts as requested for your clients. In return, we ask you to strongly encourage your clients to stop for interviews along the entire length of the red carpet. We credential key media from all over the world who are eager to talk with your clients and whose coverage will help promote their projects. At 4:30 p.m., the media arrival area will be closed and all media will be escorted inside the building. If you want your client to be interviewed by the media, please ask them to arrive early and definitely before 4:30 p.m. All nominees, presenters and guests should be seated by 4:45 p.m.

To Publicists Representing Presenters: Only Actor recipients will go to the backstage media rooms. If you represent a presenter, please be aware that their only media attention will be at the arrivals area.

#sagawardselfies: A new addition to the red carpet this year is a "SAG Awards Selfies" platform, provided by Instagram, which is located between the first set of media bleachers and the photo bleachers. While your clients are waiting to cross in front of the photo bleachers, we invite them to take a "Selfie" alone or with their cast mates, guests or other waiting actors. If they approve the photograph, the Instagram staff will post it with the hashtag **#sagawardselfies** to the SAG Awards, TNT and TBS Instagram accounts.

We will be posting the following notice at the #sagawardselfies platform on the red carpet and the booth in the media complex "By taking photos at the Instagram booth you consent to the publication of those photos you

approve via the following Instagram handles: sagawards, tntdrama and/or tbsveryfunny, and the potential use of such photos by TNT/TBS as part of and/or to promote the SAG Awards (including during the on-air telecast.)"

SAG-AFTRA Video Crew – An official SAG-AFTRA video crew will be on the red carpet to interview your talent either just before the photo bleachers or after the photo bleachers depending on the flow of the carpet. Their microphone flag clearly identifies them.

B-Roll Pool Video Cameras – B-roll media pool cameras will be positioned at the start of the red carpet, in the front row at the end of the photo bleachers (both provided by E!) and at a video-only B-roll pool camera just inside the inside entrance to the showroom, provided by

Meeting our Talent Escorts at the Show Entrance. Once your client has completed their walk down the red carpet, you will be able to escort your clients to the outside entrance to the Shrine Expo Hall but no further. They will walk through the 'ticketed guests' line in the tunnel. At the inside entrance to the Expo Hall, a talent escort will meet them to show them to their table. As you approach the outside entrance to the Shrine Expo Hall please remind your clients to take out their tickets, as they must show them before entering the tunnel.

If you have no other clients, you can turn south, walk behind the fan bleachers (see the Red Carpet Diagram) and enter the Media facility through the northernmost glass Shrine Auditorium lobby door. Once inside, walk through the lobby to the northernmost ramp leading into the Publicists Lounge in the Auditorium.

If you have more than one client, return to the publicists waiting area by walking all the way down the red carpet to the non-talent exit from the security tent and make your way back into the tent. When you get into the tent, cross to the north wall and walk along the north wall on the north side of the magnetometers and out the entrance. You'll have to go through the magnetometers again with your other client(s). Please be sure you allow enough time to enter the Publicists Lounge by 4:45 p.m.

DURING THE SHOW

Publicists Lounge. While the show is in progress, we invite you to relax in the Publicists Lounge, which is in the northwest corner of the Shrine Auditorium Theater. Enter the theater from the interior lobby through the northernmost entrance. There will be food, beverages, power strips to charge your smartphones and TV monitors for you to watch the show. A L'Oréal Paris make-up artist will be available to touch up your make-up prior to the Gala. The Publicist Lounge tends to be cold and cannot be heated. Please dress accordingly.

Showroom Photography: A limited number of specially credentialed photographers will be shooting the show and roaming during the cocktail hour and intermittently during commercial breaks. They are from (alphabetically)

- *Getty Images*
- *Invision*
- *Los Angeles Daily News*
- *Los Angeles Times*
- *People Magazine*
- *Reuters*
- *Ron Wolfson Photography/Landov* (house photographers for SAG Awards and Jeff Margolis Productions).
- *SAG-AFTRA Communications*
- *USA Today*
- *WireImage* (house photographers for SAG Awards and TNT/TBS)

The only photographers permitted to shoot in the Graff Green Room are Ron Wolfson and, for a limited period, Jordan Strauss of *Invision*, who is doing a special feature on the Green Room.

No photographers may shoot in the wings, but the house photographers sometimes shoot behind the stage as the actors are walking to media.

Special access is being granted for:

- **Drama Ensemble Recipients:** A *TV Guide* reporter and a *TV Guide* photographer will be accompanying Drama Ensemble Actor® recipients from the foot of stairs leading from the stage through all of the media rooms.

- **Final Award.** A *Los Angeles Times* reporter and a *Los Angeles Times* photographer will be accompanying the recipients of the final award from the foot of stairs leading from the stage through all of the media rooms.

Please prepare your clients in advance to anticipate these encounters with photographers.

If your client receives an Actor®, they will be escorted off the stage by our media staff. Publicity Executive Rosalind Jarrett Sepulveda will be in the wings to greet each individual recipient, ensemble or cast. When the recipients are ready, they will be escorted through the fire doors at the top of the ramp leading to the media area. Please watch your client(s) acceptance speech in the Publicists Lounge, then exit the theater through the side door from the publicists seating area (audience left) to meet them at the top of the ramp outside the showroom exit.

If your Actor® recipient client is also a presenter or is nominated for a category that comes later in the show or is required for a reaction shot, we may not be able to bring them to the media area immediately after their acceptance speech. Our media staff will let you know if that is the case.

Presenters who are not also Actor® recipients will not come back to the media complex.

If you plan to escort your talent through media, but you are ticketed to be seated in the Showroom: when your client goes onstage to make their acceptance speech, please put your Publicist Credential back on if you have taken it off, then proceed via the stage left/audience right side of the showroom to just inside the entrance tunnel doors to connect with your client and their SAG Awards staff escort. **To traverse the showroom and backstage area to meet your clients you must be wearing a publicist credential and must be prepared to show your ticket if asked to do so by security.**

If your client has been reseated immediately after accepting their Actor® due to show requirements, we will pull them from their seat at the first possible moment that they can be released from the Showroom. If you need to escort them through media and are seated in the Showroom, please accompany your client when their escort pulls them from their seat.

After your client(s) sign for their Actor® statuette at the trophy area in the tunnel, you can accompany them and their staff escort through the media rooms. Please do not enter the trophy area at any time during the show unless, and until, your client has received an Actor®.

Recipients List and Acceptance Speeches. Actor® recipients will be highlighted and acceptance speech transcripts will be posted at sagawards.org/awards/nominees-and-recipients/20th-annual-screen-actors-guild-awards as soon as they become available. A final press release will be emailed to you shortly after the ceremony ends and posted on our website at sagawards.org/media-pr/press-releases/20th-annual-screen-actors-guild-awards-final-recipients.

Verifying Names and Spelling for our Acceptance Speech Transcribers. You may be approached by our media staff to verify a name or spelling from your client's acceptance speech. Please obtain an answer from your client at the very next break between photos or interviews so we can distribute their speech to media at the Shrine and post it on our website quickly. Please make every effort to get the correct information to us as fast as possible.

MEDIA COMPLEX

For those of you who have worked at the SAG Awards before please note that the order of our media stops has changed as a result of feedback we've received from publicists and media.

The **Media Rooms are all located on the first floor** and consist of the following areas

- Trophy Area
- SAG Awards Poster, Tote Bag and Champagne Taittinger Magnum Signing Area
- General Photo
- TNT / TBS Photo Gallery
- PEOPLE Magazine Photo Gallery
- Los Angeles Times Photo Gallery
- #sagawardsSelfies Instastop
- Media Interview Room combining Print/Radio/TV/Online

- One-to-One Booths for TV Media
- Recipient Photo Gift Table

Please encourage your clients to visit all media rooms, photo galleries and the one-to-one stops.

A B-roll only pool camera provided by *Entertainment Tonight* will be stationed at the **Trophy Table**,

Please remind your clients to **sign our SAG Awards Posters, SAG Awards tote bags and Champagne Taittinger Magnums** that will be auctioned to benefit the SAG Foundation. A *Los Angeles Daily News* photographer and fly-on-the-wall reporter (no interviews) will be stationed in the signing area.

Before entering the **General Photo Room** your talent escort will pick up a sign identifying your client and their category.

A *PEOPLE Magazine* reporter will be capturing the activity and a B-roll crew from *Extra* will be shooting in the *PEOPLE* Photo Gallery.

A B-roll crew from *Good Morning America* may be shooting intermittently at the *Los Angeles Times* photo booth.

#sagawardsSelfies: We are also adding a "SAG Awards Selfies" stop to the media complex, just after the LA Times . While your clients are waiting to enter General Media we invite them to take a "Selfie" alone or with their cast mates or other waiting actors. If they approve the photograph, the Instagram staff will post it with the hashtag **#sagawardsSelfies** to the SAG Awards, TNT and TBS Instagram accounts.

Interviews in the **General Media Interview Room** are being captured by a pool camera provided by *Access Hollywood*, are being streamed live by various outlets and will be posted on the SAG Awards website.

One-to-One TV Interview Booths are located on the first floor between the south staircase and the Jefferson Lobby. After award recipients have completed the regular mass photo and interview rooms, they will be asked to visit the one-to-one TV interview booths. These interviews are limited to 2 minutes per recipient. Positions in these booths line have been pre-arranged.

Following is an alphabetical listing of outlets credentialed for one-to-one interviews. A diagram of their locations is on the publicists instructions page.

- *Access Hollywood*
- *CNN*
- *E! News*
- *Entertainment Tonight*
- *ET Canada*
- *Extra*
- *Good Morning America*
- *OMG! The Insider*
- *TV One/Hip Hollywood/Urban Daily*

On the way back to the showroom, across from the poster signing area, is the **Photo Gift Table**, where SAG Awards Coordinating Producer Jon Brockett will be presenting the recipients with a framed photo of them onstage accepting their Actor®.

NOTE: Should your client be needed back in their seats, the talent escort accompanying you will alert you. Show appearances will take precedence over backstage interviews.

Post-Awards Gala. Following the Awards, your clients will be escorted directly to the Post-Awards Gala, which is taking place in a tent outside the Expo Hall. At the same time, show media and security staff will meet you in the Publicist Lounge to escort you into the Expo Hall to meet your clients to accompany them to the Gala, if that is their preference. If your clients are not planning to attend, they will be escorted to the limo pick-up area, just outside the Gala, where you can meet them.

We look forward to working with you on January 18th.

Jeff Margolis Productions in association with Screen Actors Guild Awards®, LLC

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Airs Saturday, January 18, 2014 on TNT & TBS • Follow us on [Facebook](#) and [Twitter](#)

